

**TO:** Ed Gee

**DATE:** February 28, 1994

**FROM:** Karen Ando

**SUBJ:** Early Awareness of Country Store Program

This memo outlines topline awareness of the forthcoming Country Store program. Findings are based on Continuous Tracking data from February 4 - 13, 1994

**Key Findings:**

Most smokers who are aware of the current MAT program believe that another program will follow after MAT's conclusion in February.

<i>The last day to redeem Miles is at the end of Feb., '94. Do you think that there will be another program of this type sponsored by Marlboro?</i>	<b>Total Aware (584) %</b>	<b>Total Collectors (208) %</b>	<b>Ever Redeemed (96) %</b>
Yes	67	76	80
No	9	6	4
Don't Know	24	18	16

Half the smokers think that this new promotion will simply be an extension of the current program, with 4 in 10 smokers expecting something new.

	<b><u>Expect Another Mbo Program</u></b>		
	<b>Total Aware (392) %</b>	<b>Total Collectors (159) %</b>	<b>Ever Redeemed (77) %</b>
<i>Will the program be an extension of the Adventure Team or a different program?</i>			
An extension of the current program	48	54	52
Don't Know	13	10	12
A different program	39	36	36

- About 10% of those expecting a different program believe that there will simply be a new name. As of February 13th, only 1 smoker out of the 584 total aware mentioned "Country Store" by name.
- Most of the remaining smokers cite a different selection of merchandise/prizes as the key differentiating feature
  - A few smokers think the new catalog will be like the Camel Cash program, offering "Just a little bit of everything like Camel does".

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